



Diabetes Prevention and Control Program

Public Health Problem

The Utah DPCP has continued its emphasis on increasing awareness of diabetes and diabetes control among Utahans, particularly among higher risk populations. Many Utahans diagnosed with diabetes are not aware of the recommended tests to prevent complications, what their diabetes test numbers mean, and how meeting recommended management targets can affect their overall health and delay or prevent complications.

Some populations are hard to reach, especially those who are isolated geographically or culturally, and traditional methods of disseminating information are not effective. Research has demonstrated that innovative approaches for delivering messages are needed to reach certain subgroups.

Taking Action

The Utah program created a bus wrap with a message in both Spanish and English. The messages from the NDEP, “You Are the Heart of Your Family” and “Control Your Diabetes. For Life,” were used as the basis for the bus wrap message on two Utah transit authority buses. The buses traveled through four urban Utah counties between March 2004 and August 2004. A survey sampling 500 Utah adults was conducted when the bus wrap activity terminated. One of five respondents (20 percent) reported they had seen the bus wrap. Of those, 20 percent had seen it once, 46 percent had seen it two to three times, and 20 percent had seen it four or five times. Over half of the respondents saw the bus in Salt Lake City followed by Orem (16 percent) and Provo (11 percent). Almost half (47 percent) of the respondents reported that their first impression was that they liked the bus wrap. In addition to measuring awareness of the bus and message, respondents were asked if they had taken action: 1 percent of those who saw it called the Health Resource phone number posted on the bus wrap, 1 percent looked up the Utah DPCP Web site, 2 percent called their doctor, 3 percent got a screening, 9 percent started to exercise, 6 percent started to eat better, 3 percent tried to find additional information on diabetes, and 6 percent talked to other people about diabetes.

Implications and Impact

Diabetes messages increase knowledge of risk factors, symptoms, control methods, and prevention methods of diabetes. A large proportion of the Utah population in urban areas was reached by using innovative bus wraps to deliver a message. While increased knowledge does not lead necessarily to behavioral changes, the bus wrap message did appear to have an impact, albeit small, on motivating people to be screened for diabetes, to talk to their doctors, to learn more about diabetes, and to adopt healthier lifestyles. In 2002, network patients had declines in their absolute glycosylated hemoglobin values of 1.15% (13% relative reduction). Network patients also have significantly improved their physical activity and nutrition planning.

Contact Information

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